

EMILY BELL-WOOTTEN

Growth, AI and Digital Transformation Executive: Helping organizations turn emerging technologies into revenue, adoption, and competitive advantage.

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EXECUTIVE PROFILE

Growth, AI, and Digital Transformation Executive with 20+ years of experience helping organizations navigate technology change and transform innovation into measurable business outcomes.

Since 2011, I have led organizations through major shifts in digital marketing, SaaS, customer experience, cloud platforms, cybersecurity, AI, and agentic AI. My career spans Fortune 100 enterprises, venture-backed startups, and high-growth companies where I have built growth engines, commercialized emerging technologies, and guided organizations through complex transformation initiatives.

Known for translating complex technologies into clear business value, I have influenced more than \$1 billion in growth across 70+ brands in 17 industries while helping companies accelerate adoption, improve customer experience, and create scalable revenue systems.

EXECUTIVE HIGHLIGHTS

- Influenced \$1B+ in revenue and pipeline growth
- Led transformation initiatives across 70+ brands and 17 industries
- Built and scaled growth programs for Fortune 100, startup, and venture-backed organizations
- Enterprise experience across healthcare, financial services, manufacturing, SaaS, cybersecurity, AI, and technology services
- Early adopter and commercialization leader across social media, cloud, CX, cybersecurity, AI, and agentic AI technologies

CORE EXPERTISE

- Digital Transformation
- AI Strategy and Adoption

- Technology Commercialization
- Customer Experience Innovation
- Growth Strategy
- Product Commercialization
- Venture Studio Operations
- Go-to-Market Leadership
- Revenue Growth
- Enterprise Modernization
- Customer Lifecycle Design
- Strategic Partnerships
- Cybersecurity Awareness
- Innovation Leadership
- Chief Marketing Officer

PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER AND PORTFOLIO GROWTH EXECUTIVE

Eagle Venture Studio and Profit Inc. | Dallas-Fort Worth, TX

2025 – Present

Lead growth strategy, commercialization, and go-to-market execution across venture-backed portfolio companies focused on AI, fintech, SaaS, and mission-driven technology solutions.

- Built and launched an internal growth agency supporting portfolio companies including Profit Inc., HotelShield, and TruePath Vision
- Developed commercialization and go-to-market strategies for AI-powered solutions focused on financial performance and anti-human trafficking initiatives
- Designed and implemented CRM, lifecycle marketing, lead generation, and revenue operations systems from the ground up
- Generated 1,856 qualified leads and early revenue within weeks of launch while exceeding industry benchmarks for engagement and conversion
- Partner with founders and investors to validate market opportunities, positioning, pricing, and growth strategy

CHIEF EXECUTIVE OFFICER

EBW Consulting | Dallas, TX

2024 – Present

Advise organizations on digital transformation, AI adoption, technology commercialization, and growth strategy.

- Serve as Fractional Executive and Transformation Advisor to startups, mid-market companies, and technology organizations

- Help organizations align technology, customer experience, operations, and go-to-market execution
- Delivered 50%+ year-over-year growth for multiple clients through digital transformation and AI-enabled operating models
- Reduced manual marketing and operational effort by 80% through AI implementation and workflow automation
- Built scalable growth systems that improved campaign performance by 5x while increasing organizational efficiency

CHIEF MARKETING OFFICER AND MANAGING PARTNER

Marketing Assistant AI | Dallas, TX

October 2024 – December 2025

Led transformation of an AI-powered marketing platform while overseeing product strategy, commercialization, operations, and growth.

- Re-architected the platform from a hard-coded AI solution into an agentic AI framework
- Led product strategy, market positioning, commercialization, hiring, and business operations
- Generated more than \$1M in pipeline and achieved 51% growth within six months
- Doubled agency revenue within four months through operational restructuring and service modernization
- Established the company as a recognized player within the regional AI ecosystem through partnerships, events, and thought leadership

DIRECTOR OF MARKETING AND CUSTOMER SUCCESS

Flair Data Systems | Plano, TX

2023 – November 2024

Led growth, cybersecurity awareness, and customer engagement initiatives for a technology consulting organization.

- Increased pipeline by \$7M within 90 days through digital transformation and demand generation initiatives
- Led cybersecurity awareness programs and executive education initiatives
- Increased website traffic by 80% and email engagement by 140%
- Authored cybersecurity educational content and industry resources for business leaders

SENIOR DIRECTOR, CUSTOMER EXPERIENCE AND INNOVATION AMBASSADOR

Dell Services and NTT DATA Americas | Plano, TX

2016 – 2019

Led enterprise customer experience, innovation, and digital transformation initiatives across healthcare, financial services, and technology sectors.

- Helped secure and expand a \$365M healthcare relationship through innovation-led transformation strategy
- Supported digital transformation initiatives for more than 45 enterprise organizations
- Worked across emerging technologies including AI, IoT, blockchain, cloud platforms, customer experience, and enterprise marketing technology
- Contributed to the Stadium of the Future initiative, helping organizations envision next-generation connected customer experiences
- Built ecosystem partnerships with technology leaders including Adobe, Salesforce, Sitecore, and other enterprise platforms
- Influenced more than \$1B in pipeline growth while scaling a customer experience practice from \$2M to \$50M

VICE PRESIDENT OF MARKETING AND ACTING CHIEF MARKETING OFFICER

May Group USA | Fort Worth, TX

May 2020 – December 2021

Led turnaround and digital transformation efforts for a manufacturing and eCommerce organization during the COVID-19 pandemic.

- Helped deliver the company's first profitable year since 2016
- Increased profitability to approximately 16% during one of the most challenging business environments in recent history
- Built digital commerce capabilities, customer acquisition systems, and online product configuration tools
- Drove more than \$700K in revenue through digital and product strategy
- Supported successful company acquisition following operational and revenue improvements

FOUNDER AND CHIEF EXECUTIVE OFFICER

After Interactive Digital | Dallas, TX

2011 – 2017

Founded one of the early B2B digital marketing agencies during the emergence of social media and digital customer engagement.

- Helped organizations navigate the transition from traditional marketing to digital-first customer engagement
- Built digital trust and customer acquisition frameworks during the early adoption phase of social media
- Delivered strategy and execution across customer experience, search, social, content, and emerging digital platforms
- Established the foundation for a career focused on technology adoption and digital transformation

BOARD LEADERSHIP

- CMO and Board Member, AITP Lone Star
- Co-Founder, Mind and Machine AI Networking Group
- Junior League of Dallas

PUBLICATIONS AND SPEAKING

- Author, Cybersecurity Guide for Small Businesses, Plano Chamber of Commerce
- Featured Speaker on AI, Digital Transformation, Customer Experience, Cybersecurity, and Innovation
- Business Unleashed Podcast Guest
- Quoted Contributor, TechRound

EDUCATION

- Bachelor of Science, Business Administration and Marketing
West Texas A&M University

CERTIFICATIONS

- Google Analytics
- Agile Design Thinking, University of Virginia Darden School of Business

EXECUTIVE COMPETENCIES

Digital Transformation • AI Strategy & Adoption • Agentic AI • Technology Commercialization • Business Transformation • Growth Strategy • Enterprise Modernization • Innovation Leadership • Customer Experience (CX) • Customer Lifecycle Management • Revenue Growth • Go-to-Market Strategy • Product Commercialization • Product Marketing • Product-Led Growth • Venture Studio Operations • Venture Capital Portfolio Support • Startup Scaling • Change Management • Technology Adoption • AI Commercialization • Strategic Planning • Executive Leadership • Organizational Design • Business Process Optimization • Revenue Operations • Demand Generation • Customer Success • Enterprise Software • SaaS • FinTech • Cybersecurity • MarTech • Cloud Technologies • Enterprise Platforms • Ecosystem Partnerships • Strategic Alliances • Digital Customer Experience • Data-Driven Decision Making •

Performance Marketing • Lifecycle Marketing • Customer Retention • Market Expansion • Market Positioning • Category Creation • Thought Leadership • Innovation Strategy • Operational Excellence • Cross-Functional Leadership • Investor Readiness • Board Communications • Mergers & Acquisitions Support • Organizational Growth • AI Visibility Optimization • Generative Engine Optimization (GEO) • Search Engine Optimization (SEO) • AI Search Optimization • Executive Communications

INDUSTRY EXPERIENCE

Artificial Intelligence (AI) • Agentic AI • Enterprise Software • SaaS • Cybersecurity • Healthcare • Financial Services • FinTech • Manufacturing • Technology Services • Professional Services • Venture Capital • Venture Studio • Startups • Mid-Market Business • Enterprise Organizations • Customer Experience Platforms • Marketing Technology (MarTech) • Digital Commerce • eCommerce • Cloud Computing • Data & Analytics • Emerging Technologies